

April 18, 2008

This writing is in response to the Localism Notice of Proposed Rulemaking (the "NPRM"), released January 24, 2008 in MB Docket No. 04-233.

Marshalltown Broadcasting, Inc. (KFJB-AM and KXIA-FM) is in concurrence with the Commission's goal to foster more and meaningful local programming; however, we do not agree that further regulation is needed to encourage broadcasters to better serve the public interest.

For example - In 2002, KFJB-AM changed its' program format to News-Talk and now serves Marshall County and the surrounding area with 80 Local News and Public Affairs programs each week. This, of course, is in addition to Local Weather information and Local Sports broadcasts. KFJB has a consistent record of serving Central Iowans for 85 years, since 1923.

On our sister station, KXIA-FM (which is a music driven, Country format) we maintain our commitment to Localism with 44 weekly News-Information Updates. I might add that both stations operate 24/7 - We never shut them down, which provides continuous Local Weather information to our two audiences, covering much of Central Iowa.

Owners and operators of small market radio stations understand the need to serve the public interest - a vital ingredient - to attract and retain local audiences. Requiring operators to staff their stations during all hours of operation may, in fact, force operators to alter operational hours to cope with increased labor costs.

These comments are respectfully submitted for your kind consideration, from a broadcaster (both radio and television) who has been privileged to serve this great institution for more than 46 years with pride and commitment.

My sincere thanks for the opportunity to express my views.

Sincerely yours,

*Clark L. Wideman
General Manager
Marshalltown Broadcasting, Inc.*

